



SHOW LOYALTY TO YOUR COUNTRY--BUY A LIBERTY LOAN BOND

The WHITE HOUSE Anniversary Section



THIS NEW GIANT OF CONCRETE AND STEEL To Celebrate Its Seventeenth Birthday With a Great Six-Day Sale

FROM just a "small" beginning to the "largest" and most beautiful store of its kind in the Southwest is a far cry. From mere imagination to this mammoth retail establishment is one of the most notable achievements recorded within El Paso's history. This modern specialty store conceived with ENTHUSIASM, fathered by INITIATIVE, PROGRESSIVENESS and RELIABILITY—mothered by LOYALTY, COURTESY and SERVICE and guided by the splendid co-operation of a wonderful Organization—once only a fairy's dream—has been made by constant effort a substantial mercantile palace here on earth. Step by step THE WHITE HOUSE has climbed the ladder of success and when the New Three-Story Addition now under construction is completed will be one of the very finest Ready-to-Wear Specialty Stores in the World devoted to Apparel for Women, Misses and Children.

Now with another successful year to our credit—the greatest within our history, we have planned another GREAT SIX-DAY ANNIVERSARY CELEBRATION during which approximately ALL PROFITS will be given to our patrons. The success of every business in the last analysis is dependent upon JUSTICE. The SQUARE DEAL is the fundamental principle upon which success is reared. Short lived, indeed, are those enterprises into which the elements of TRUTH and HONESTY do not enter. For SEVENTEEN YEARS we have steadfastly held to a well defined standard of business ideals. We believe absolutely in giving FULL JUSTICE to our patrons. And to show our appreciation to the people of El Paso and the Southwest for their loyalty and patronage during the past fifty-one weeks we will sell EVERYTHING for one week beginning Monday WITHOUT PROFIT to us.

Our Great ANNIVERSARY CELEBRATION is ready. The stage is set—the actors eager for the play to begin. The curtain will go up promptly Monday Morning at 8:30. The audience represented by a huge army of shrewd shoppers will be IN LINE WHEN THE DOORS OPEN. It is sure to be the Greatest Retail Show ever staged in the Southwest. Make your plans to come. No one can afford to miss this opportunity which comes but once a year.

"WE GIVE OUR PROFITS TO OUR PATRONS DURING OUR ANNIVERSARY SALE"

MAIL ORDERS

ALL Mail Orders for articles in the mammoth new White House stocks will be given personal attention by "Betty—The Shopper" in the order they are received. Address all orders to "Betty—The Shopper," care THE WHITE HOUSE.

THE WHITE HOUSE

"The Store of Service"

NO APPROVALS

IT WILL be absolutely impossible to send anything on Approval to anybody during Our 17th Anniversary Sale. All Goods will be on sale at approximately WHOLESALE cost and for this reason customers MUST come in person.

MCBOLENTZ
Pres.

G.COBLENTZ
V-Pres